

CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

Crossroads Media
Attention: Stephanie Maroney
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

<u>Contract / Revision</u> 500666 /		<u>Alt Order #</u> 6400583
<u>Product</u> Crossroads GPS		
<u>Contract Dates</u> 10/31/12 - 11/06/12		<u>Estimate #</u> 1332
<u>Advertiser</u> ISS/Cross Roads GPS		<u>Original Date / Revision</u> 11/02/12 / 11/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 18-34		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount	
N 90	KVVU	11/01/12	11/01/12	Katie Couric	2-3p		:30			NM	1	\$650.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	---T---				1	\$650.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>			
	1	KVVU	10/29/12-11/04/12	Katie Couric	2-3p	----Th-----	:30		\$650.00	NM			
	See MG 90.2												
	2	KVVU	11/05/12-11/05/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a	M-----	:30		\$650.00	NM			
	Ⓜ MG for 90.1 11/01												
Totals												104	\$149,975.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/05/12	104	\$149,975.00	\$127,478.75
Totals	104	\$149,975.00	\$127,478.75

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

REP HEADLINE# 6400583 TRF# 500666 REP: TEL# 610-293-4100 FAX# 610-225-1191
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! NOV2/12 18.09
 ORDER WORKSHEET HARRIS REPORT FROM REP *** KVVU-TV ***
 CHANGES

ADV # _____ ADV. NAME ISS/CROSSROADS GPS REP. # _____ OFF. # 762 SALESMAN # _____
 AGY # _____ AGY. NAME CROSSROADS MEDIA LLC BUYER NAME EMILY MILHOAN

66 CANAL CENTER PLAZA, SUITE 555
 ALEXANDRIA, VA 22314
 SALES PRSN PH- TERESA DIFURIA

ORDER # _____ CONTRACT # 6400583 CLASS: NATL. LOCAL REGIONAL

PRDCT CROSSROADS GPS EST#1332 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT31/12 NOV6/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE NOV2/12 18.09

REP: TO ROSE
 FR NIKKI
 OK'D M12 SEE LINE 119
 TOTAL SAME
 PLS CNF THANKS

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 CROSSROADS GPS :30

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 12 AGENCY EST# = 1332
 AGENCY PRODUCT CODE = 11

73	S		200P-300P	30		\$650.00	11/1	11/1	0		THU	0
PROGRAM : KATIE CON COM1: KATIE												

119	A		700A-900A	30		\$650.00	11/5	11/5	1		MON	1
PROGRAM : NEWS ORD COM1: SPOT N/A DUE TO NEWS BREAK IN. SEE MG OFFER. PRE-BOOKED PLS APPROVE. THIS IS A MAKE-GOOD FOR NOV1 ON LINE-73 FOR 1 SPOT/WK												

REP HEADLINE# 6400583 TRF# 500666
 \$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP NOV2/12 18.09
 *** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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STATION MAKEGOOD OFFERS:

M12	OK'D	BUY#73	MISSED: THU/200P-300P				NOV1		30S	\$650.00	(NOV2/12)	
			OFFER: MON/700A-900A				NOV5		30S	\$650.00	PLS ADVISE.	
			CMT: SPOT N/A DUE TO NEWS BREAK IN. SEE MG OFFER. PRE-BOOKED PLS APPROVE.									

NOV/12 149975.00

CONTRACT TOTAL 149975.00
 TOTAL SPOTS 104

MARKET TOTALS \$1,666,388 KVVU 9% KSNV 32% KLAS 34% KTNV 16% KVMY 9% KVCW 0% CABL 0% KTUD 0%

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE